

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|---|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Notice of Grant of Security Interest in Trademarks | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hamilton Beach Brands, Inc. | FORMERLY Hamilton Beach/Proctor-Silex, Inc. | 08/09/2010 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | UBS AG, Stamford Branch, as agent | | |
| Street Address: | 677 Washington Blvd. | | |
| City: | Stamford | | |
| State/Country: | CONNECTICUT | | |
| Postal Code: | 06901 | | |
| Entity Type: | Connecticut-based, capital markets focused arm of UBS AG, a Swiss financial services company regulated in the United States by the Federal Reserve: | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3794594 | SET & FORGET | |
| Registration Number: | 3794482 | SMOOTH POUR | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)558-5700 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 3125586352 | | |
| Email: | lkonrath@winston.com | | |
| Correspondent Name: | Laura Konrath | | |
| Address Line 1: | 35 West Wacker Drive | | |
| Address Line 2: | Winston & Strawn LLP | | |
| Address Line 4: | Chicago, ILLINOIS 60601 | | |
| ATTORNEY DOCKET NUMBER: | 83507-33 | | |
| NAME OF SUBMITTER: | Laura Konrath | | |

CH \$65.00 3794594

| | |
|--|-----------------|
| Signature: | /Laura Konrath/ |
| Date: | 08/18/2010 |
| Total Attachments: 4 source=HB - Notice re new TMs - Executed - Aug 2010#page1.tif source=HB - Notice re new TMs - Executed - Aug 2010#page2.tif source=HB - Notice re new TMs - Executed - Aug 2010#page3.tif source=HB - Notice re new TMs - Executed - Aug 2010#page4.tif | |

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that pursuant to the Security Agreement, dated as of May 31, 2007 (as the same may be amended, modified, extended or restated from time to time, the "Security Agreement"), by and among Hamilton Beach Brands, Inc. (f/k/a Hamilton Beach/Proctor-Silex, Inc.), the other Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and UBS AG, STAMFORD BRANCH, as administrative agent (the "Agent") for the lenders referenced therein (the "Lenders"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Agent for the benefit of the Lenders:

TRADEMARKS

| <u>Trademark No.</u> | <u>Description of Trademark</u> | <u>Date of Trademark</u> |
|----------------------|---------------------------------|--------------------------|
| See attached | | |

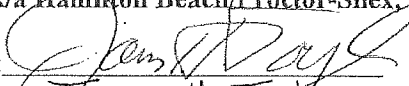
TRADEMARK APPLICATIONS

| <u>Trademark Application No.</u> | <u>Description of Trademark Applied For</u> | <u>Date of Trademark Application</u> |
|----------------------------------|---|--------------------------------------|
| See attached | | |

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

HAMILTON BEACH BRANDS, INC.
(f/k/a Hamilton Beach/Proctor-Silex, Inc.)

By: 
Name: James H. Taylor
Title: Vice President, CFO, & Treasurer

Acknowledged and Accepted:

UBS AG, STAMFORD BRANCH,
as Agent

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

The Obligors and the Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

HAMILTON BEACH BRANDS, INC.
(f/k/a Hamilton Beach/Proctor-Silex, Inc.)

By: _____
Name: _____
Title: _____

Acknowledged and Accepted:

UBS AG, STAMFORD BRANCH,
as Agent

By: Mary E. Evans
Name: _____
Title: _____

Mary E. Evans
Associate Director
Banking Products
Services, US

By: Irja R. Otsa
Name: _____
Title: _____

Irja R. Otsa
Associate Director
Banking Products
Services, US

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Trademark List By Trademark

| Trademark | Client/Matter #/Subcase Country Name | Serial Number/Date | Publication Number/Date | Registration Number/Date | Status Next Renewal |
|---|---|---------------------------|----------------------------|-----------------------------|-----------------------------|
| HAMILTON BEACH | 210499.1544 / Turkey | 2009/H2474 13-Mar-2009 | 12-Jan-2010 | 2009 12474 25-May-2010 | Registered ✓ 13-Mar-2019 |
| <p>Attorney Docket #: 10499-1544TR Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Client Ref.: 775210897-TM09.013 Owner Name: Hamilton Beach Brands, Inc. Agent Name: Abu-Ghazalah Intellectual Property Agent Reference:</p> <p>Class/Type: 07 Int; 21 Int.</p> | | | | | |
| HAMILTON BEACH & DESIGN | 210499.1352 / China (People's Republic) | 6081452 31-May-2007 | 13-Jan-2010 | 6081452 14-Apr-2010 | Registered ✓ 13-Apr-2020 |
| <p>Attorney Docket #: Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Client Ref.: 775210232-TM07.042 Owner Name: Hamilton Beach Brands, Inc. Agent Name: Fangda Partners Agent Reference:</p> <p>Class/Type: 21 Int.</p> | | | | | |
| SET & FORGET | 210499.1548 / United States of America | 77702,079 30-Mar-2009 | 23-Jun-2009 | 3,794,584 25-May-2010 | Registered ✓ 25-May-2020 |
| <p>Attorney Docket #: 10499-1548US Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Client Ref.: 775210132-TM9.016 Owner Name: Hamilton Beach Brands, Inc. Agent Name: Agent Reference:</p> <p>Class/Type: 11 Int.</p> | | | | | |
| SMOOTH POUR | 210499.1543 / United States of America | 77684,229 05-Mar-2009 | 23-Jun-2009 | 3,794,482 25-May-2010 | Registered ✓ 25-May-2020 |
| <p>Attorney Docket #: 10499-1543US Attorney(s): REG / LAG Client Name: Hamilton Beach Brands, Inc. Client Ref.: 795210104-TM.09.012 Owner Name: Hamilton Beach Brands, Inc. Agent Name: Agent Reference:</p> <p>Class/Type: 07 Int.</p> | | | | | |